

NEW CLAIMS

New Claims 34-36 are now added. The new claims are fully supported by the application as filed and do not introduce new subject matter. Therefore, Applicants respectfully request consideration of these new claims.

New independent Claims 34 and 36 generally recite, with reference to Figure 1 for exemplary purposes only as the invention includes numerous embodiments, a transmitting polarization axis varying unit 140, a first polarized light selecting unit 110 on a viewing side of the transmitting polarization axis varying unit, a second polarized light selecting unit 150 disposed on a backside of the transmitting polarization axis varying unit, and a lighting unit 160. The transmitting polarization axis varying unit converts at least a part of a third polarized light to a first polarized light. The display device switches between a display mode, in which a display light is emitted from the transmitting polarization axis varying unit, and a mirror mode, in which the lighting unit is set in an off state. As set forth in Claim 34, in the mirror mode the transmitting polarization axis varying unit can be set in a light blocking state. Further, as set forth in Claim 34, no other transmitting polarization axis varying unit is disposed on the viewing side of the first polarized light selecting unit. As set forth in Claim 36, an emission angle distribution of luminous light of the lighting unit in the display mode includes a greatest light amount emitting in a direction orthogonal to the display screen.

The prior art fails to disclose or suggest each and every feature of new Claims 34-36. Therefore, Applicants respectfully request consideration and allowance of new Claims 34-36.

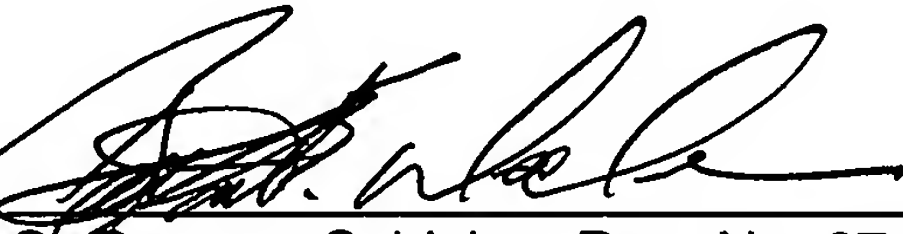
CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action, and as such, the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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